

Shockoe Bottom 1901 East Franklin St. Studio 105 Richmond, Virginia 23223

a proposal for
Parliament creative concepts
provided by
Opus Event Marketing
17 november 98

804 775 2289 FAX

20/082737.



Philip Morris is looking for creative concepts to communicate Parliament's aspirational, escapist, bold new imagery. It is crucial that these events are unique and proprietary in nature and create a memorable, exciting atmosphere that will enable Parliament to differentiate itself from other bar night programs. This promotion must be grounded in stimulating creative concepts and strengthened by the executing agency's extensive experience in events and promotions. With this in mind, we are pleased you looked to Opus Event Marketing for your creative consulting needs.

We are a leading three-dimensional marketing agency fueled by unparalleled creative and production expertise. This means that we develop, enhance and produce innovative marketing communications programs based on events -- a unique approach grounded in our belief that the future of marketing is based upon building relationships with audiences. We create and maintain relationships for our clients by developing programs based on emotional values – programs that stimulate the senses in order to establish a lasting impression.

We are an agency with the creativity, talent and capability to develop and produce a program that will mobilize your audience through an interactive, exciting promotion; an agency with a very specific set of skills and a high level of national and regional experience to provide success.

Unparalleled creative. World-class marketing expertise. Unsurpassed production experience. One-voice. Opus.

who we are

people, play, profit.

This is the brand mantra from which Opus operates. "People" represents not only our customers but also our employees, vendors and everyone with whom we come in contact. People always come first at Opus. Every program and initiative, whether internal or external, is designed to create one-to-one personal relationships and bonds between people and brands.

"Play" is the spirit of Opus – our business is a natural outgrowth of play. Through play, people create their most innovative ideas. It is through strategic play that our client's branding messages best come to life, and our people create their most innovating ideas.

"Profit" not only represents the ultimate objective for our clients and their shareholders, but also profit in our inner self-worth derived from doing our job in the best way possible. It is the multiplied return on investment of each individual's contribution to the group. It is the mutual benefit gained from the company's association with clients, vendors, partners and friends. It is the result of our passion for our clients' business.

It is important to Opus that our teammates are passionate about our mission. Our energy and spirit create an atmosphere where employees feel enriched through their work. We share a sense of family, giving support and respect to clients and teammates alike. It is this healthy environment that we believe produces superior work. Should we partner, you will discover the values and passion that built "People. Play. Profit." evident in our work, our team, and the successes of our clients' programs.

3D marketing

Our business is one of three-dimensional experiences. We create new, exciting experiences so that our clients secure a larger mind share with their target audiences. This goal is achieved through the creative process, which at Opus, we call the "recess of the business world." Our playful creative process is enhanced by our stimulating surroundings. Dogs. Trampolines. Big, red balls. Play-Doh®. All of these serves as tools in the "ideation" process and help remind us of our goals.

As an integrated 3D agency, Opus offers comprehensive creative, event production, public relations, philanthropic marketing, consulting and merchandise services from a one-voice approach. We specialize in enhancing the image, public perception and sales of major corporations and organizations through strategic, marketing-based programs. These programs lead to solutions that deliver lasting, competitive advantages.

Whether designing a new event concept for a US Airways product introduction, creating promotions for MCI's sponsorship at NBA and NHL games, developing creative concepts for the Super Bowl half-time show, implementing national sales promotions for No nonsense Legwear, or producing a national sales launch for the number one selling American truck, we bring a fresh and memorable perspective to each project we design and implement.

Unparalleled creativity, along with strategic planning and strong client alliances, form the foundation of Opus. Success has led our clients, some of the country's most aggressive companies, to embrace our innovative approach to 3D marketing. The unique Opus approach has been recognized in business and trade magazines such as The Wall Street Journal, BrandWeek, Advertising Age, Integrated Marketing and Promotion and PR News.

Opus New York

Opus has launched an exciting new venture: Opus New York. Opus recently opened a full-service office in Manhattan to serve our New York clients' needs. Our door is always open so come on over.

207082737



Parliament Planet

rationale

- Create excitement and generate brand awareness and brand loyalty through an innovative, proprietary event marketing program.
- Event concept has a unique "hook" capable of generating incredible buzz.
- Concept encourages repeat visitation, thereby furthering and deepening the guests' relationship with the brand.
- Event equity is developed through repeat communications and location selection.
- Database development required by nature of promotion.

nuts & bolts

- 25 markets
- six weeks in each market
- promotion occurs one night a week

creative concept

It's time to go out. Between taking a shower, blow drying your hair, putting together that perfect outfit, brushing your teeth, finding your ID, and running to an ATM for cash, please don't forget to pack your suitcase before running out the door. "Why?" you ask. "Where am I going?" you may wonder. After all, it's only Thursday night and you don't have any big travel plans for the weekend. It's not where you are going -- it's where you might be going.

Welcome to Parliament Planet -- a place where you and your closest friend have an excellent chance to instantly be whisked away to one of the coolest places on the "Planet." You could be this week's winner of a weekend-long "radical sabbatical" in one of three cities: Chicago, New York City, or Las Vegas (travel destination pre-determined by originating city location). For your chance to win this spontaneous adventure, come to a participating Parliament Planet bar on Thursday night. It's that easy and it's that fun.

Each evening at the selected Parliament Planet bar, patrons better be ready to hit the road because immediately after work on Friday a lucky winner will begin a wonderful adventure. There is no time to pack, no time to call your mother, and barely enough time to get your neighbor to feed the cat. It's spontaneous, it's carefree, it's "out of the blue." Because it's new and different, the "radical sabbatical" is exactly the kind of excitement that effectively draws people, creates buzz, and heightens awareness.

Imagine for a moment walking into a bar. The walls are covered in all different types of maps. World maps, city maps, subway maps, street maps, museum maps -- all pertaining to the possible Parliament Planet destination cities. Blue dots with "you are here" signage mark the bar's location. "you COULD be here" signs will mark the different locations where the winners will travel. Banners, match boxes, napkins, and coasters add Parliament signage to the bar, reinforcing the brand. Table tents will rest on the bar and surrounding tables explaining the rules and regulations of Parliament Planet in a very fun, entertaining manner. In the corner stands a uniformed Parliament Planet representative in a branded kiosk disseminating information on the program. A sign above the kiosk says, "Welcome to Parliament Planet." You must register, prove that you are over 21 and be a smoker in order to qualify. And naturally, all those who sign up are eligible to purchase Parliament cigarettes at a discounted rate.

Other cool prizes are given out during the course of the evening. Branded cameras, duffel bags, smoker's travel kits, magazine subscriptions to "Outside" and "Travel", world maps, phone cards,



and stamped postcards are other examples of the prize give-aways that you can expect at Parliament Planet.

The "radical sabbaticals" will be all-expense paid, fully planned weekends of fun for two. Everything is accounted for – airport shuttles, airfare to the chosen destination, transportation money, hotel accommodations, tickets to local sporting events, museums, plays, and reservations at restaurants will be scheduled and pre-paid in full.

We will utilize all allowable avenues for advertising these evenings -- everything from alternative publications to radio spots. Parliament Planet nights will achieve the goal of increased brand visibility for one major reason: This event is held in one bar, one night a week, six weeks in a row, which builds substantial event equity. The buzz created by the first night in each market will become its own effective means of advertising. Word of mouth. The first two spontaneous travelers will be sure to come home and tell all their friends about their adventure, who in turn will tell their friends. The word is spreading. Therefore, many people who never set foot in a Parliament Planet bar night will still gain awareness of the brand and have a personal experience, even if indirectly.

This concept is backed by significant data – the travel trends speak for themselves: According to a report released by the Travel Industry Association of America, more Americans are taking weekend trips. In fact, weekend trips have jumped by more than 70% over the past decade, accounting for more than half of U.S. travel. Not surprisingly, most weekend travel spans the entire calendar year and almost always involves pleasure instead of business. Even more pertinent is the fact that weekend travelers are far less likely to consult with, or book their weekend excursion, with a travel agent. This means weekend travelers are spontaneous, bold and independent. Sounds like a Parliament smoker, doesn't it? So, let's send the Parliament customer on an "out of the blue" weekend trip. Forget the errands and hectic weekend activities at home. It's time for a radical sabbatical.

Parliament Planet

ITEM			EST. COST	FORMULA
Staffing/labor			[231. 0031	OMMOLA
Jidining/Tabor	<u> </u>	Agency executive		included in management fee
		Regional managers	\$180,000	\$1000/week x 36 weeks x 5 managers
		In market managers	\$75,000	\$500/week x 6 weeks x 25 markets
		Temp. help	\$67,500	3 people x \$15/hr x 10 hours x 150 nights
		MC/Talent	\$22,500	\$150/night x 150 (8pm - 1am)
		Employee Tax	\$31,050	\$345,000 x .09
	Sub-total	Employee rax	\$376,050	ψ υ-1 3,000 x .07
	OOD-IOIGI		Ψ070,050	
Production costs				
		Props		
		Maps	\$8,125	10 maps per market x 25 markets x \$32.50
		Globes	\$5,250	6 globes per market x 25 markets x \$35
		Destination-themed items (palm trees)	\$12,500	\$500 per market X 25 markets
		Promotional items		
		Table tents/matches	\$8,200	\$.82 x 10,000
		Banners	\$7,500	\$50 x 150 nights
		Coasters	\$2,400	\$.12 x 20,000
		Advertising		
		Alternative magazines - full color spread	\$375,000	\$2500 x 6 per market x 25
		Alternative mag - smaller ads	\$90,000	\$600 x 6 per market x 25 markets
		Production costs	\$16,000	\$3500 initial design, anwork + \$500 changes x 25
		Radio - club night promotion, with talent	\$225,000	\$1500 per week x 6 weeks x 25 markets
		Production costs	\$5,500	\$4500 studio, talent recording + \$20 dubs x 50
		Lighting	·	
		Light trees	\$80,000	\$4000 x 4 sets x 5 regions
		Gels, bulbs, consumables	\$3,000	·
	Sub-total	, ,	\$838,475	
Materials		•		
Materials		Giveaways		
		Vacation youchers	\$375,000	\$2500 per night x 150 nights
		Branded duffle bags	\$14,625	\$9.75 x 10 x 150 nights
		Branded disposable cameras	\$11,813	\$5.25 x 15 x 150
		Travel kits	\$4,312	\$5.75 x 5 x 150
		Magazine subscriptions	\$3,600	\$12.00 x 2 x 150
		Magazino dobachpilona	. Ψυ,υυυ	\
				Parliament Pricing vi

2070827378

Parliament Pricing.xls
Parl. Planet
11/13/98

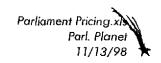
Parliament Planet

Sub-	Maps Phone cards Stamped post cards total	\$7,500 \$2,500 \$625 \$419,975	\$25.00 x 2 x 150 \$10.00 x 5 x 150 \$.50 x 25 x 150
Sub-	Sign-up forms for giveaways Wristbands Uniforms Miscellaneous supplies	\$12,000 \$3,500 \$15,000 \$7,500 \$38,000	Tear pads, design, production cost for 50,000 2 outfits x \$60 x 125 people
Training Sub-	Headquarters – training regional managers Hiring, training of in-market managers Manuals – development, printing, x 50 total	\$6,250 \$39,375 \$1,200 \$46,825	\$1250 per, incl. air, hotel, meals, facilities \$1575 per, incl. interviewing, on-site training, travel
Team vehicle	1 year lease of vehicle	\$30,000	\$500 x 12 months x 5 vehicles
Sub-t	Gas Parking/maint. Insurance Custom decals for vans	\$4,500 \$30,000 \$4,750 \$10,000 \$79,250	5 vehicles x \$30/week x 30 weeks \$750/mo. x 8 mo. x 5 vehicles \$950 per vehicle \$2000 per vehicle
Travel	_ _		
Sub-t	Planned travel – regional manager spot checks Opus travel Emergency travel otal	\$30,000 \$9,600 \$5,000 \$44,600	\$1200 per trip x 25 markets \$1200 per trip x 8 trips
Shipping & Handling	Storage Shipping Handling	\$6,250 \$28,750 \$3,750	\$250/6 weeks x 25 markets \$1150 x 25 markets \$75 in + \$75 out x 25 markets
Sub-t	otal	\$38,750	

Parliament Pricing.xls Parl. Planet 11/13/98

Parliament Planet

Event insurance			•
Sub-total	Premium	\$7,500 \$7,500	\$50 per event
Sub-toldi		\$7,500	
Admin/misc.			
	Communications	\$15,000	phone, fax, fed ex
	Database Creation	\$4,310	estimate
	Attorney fee	\$22,500	\$300/hr. x 75 billable hours
	Employers taxes	\$22,95 0	Regionl, in-market managers salaries x .9%
Sub-total		\$64,760	
Licenses, permits			
	permit fees	\$50,000	
	handling fee – taxes, reporting	\$25,000	
Sub-total		\$75,000	
TOTAL BACC TUROUGH		4 1 040 005	
TOTAL PASS THROUGH		\$1,949,935	
Management Fee		\$428,986	
	·		
TOTAL Estimated Program			
Cost:		\$2,378,921	



2070827

Parliament Cabaret Club

rationale

- Create event that will generate buzz through non-traditional bar theme.
- Romanticize brand/smoking in an innovative atmosphere at establishments, transporting
 quests to another time and place.
- Through the use of talent, create one-to-one relationship with guests.
- With value added merchandise giveaways, reinforce experience of event to create brand loyalty and raise brand awareness.

nuts & bolts

- 25 markets
- six weeks in each market
- promotion occurs one night a week

creative concept

Cabaret: n. A café or restaurant where patrons are entertained by performers who dance or sing.

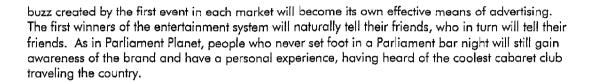
The idea behind this distinct evening is to give the Parliament target audience an experience completely based on high-end entertainment. One night per week, our guests will escape the "Screaming Me-Me's" and generic pop bands scene when we bring them Parliament Cabaret Club.

Patrons enter the bar and are immediately captured by the entirely unique atmosphere. Covering the walls of the bar are larger than life black-and-white photos of celebrities of yesteryear, smoking in atmospheres reminiscent of original cabarets. The scene conjures up images of the days when nothing was sexier than lighting a smoke, and relaxing in elegant, mellifluous surroundings, an almost liquid room. The lighting is low and cool – and draws your focus to a footprint in the back of the establishment. Under a spotlight, a man plays the piano, perhaps resembling Casablanca's Sam. He plays cabaret-style melodies as well as myriad musical numbers, including the tunes of Jerry lee Lewis, Billy Joel, and Harry Connick Jr.

Each guest will have the opportunity to register to win a variety of different entertainment-related prizes with our Parliament representatives. Naturally, registration requirements will be imposed. These prizes will include branded Zippo's, branded money clips, branded cigarette cases, classic movies, playing cards fabricated to resemble a pack of Parliaments and custom-shaped CDs featuring the fancy finger work heard though out the night. And the grand prize -- a high-end home entertainment system. These prizes will ensure large-scale participation and the registration process will be instrumental in building a solid database.

Utilizing the new technology of digital cameras, a Parliament Cabaret Club representative will sweep the bar and photograph all registered patrons – chatting with friends, singing along with the pianist, having a super time. Each person will receive this picture as they exit the bar in a silver Parliament Cabaret Club frame.

We will utilize all allowable means for advertising these evenings, from alternative publications to radio spots. Parliament Cabaret Club nights will effectively achieve the overall goal of increased brand visibility through unsurpassed event equity and ownership of a characteristic concept. The



Parliament Cabaret Club

ITEM		EST. COST	FORMULA
Staffing/labor			
	Agency executive		included in management fee
	Regional managers	\$180,000	\$1000/week x 36 weeks x 5 managers
	In market managers	\$75,000	\$500/week x 6 weeks x 25 markets
	Temp. help	\$67,500	3 people x \$15/hr x 10 hours x 150 nights
	MC/Talent	\$22,500	\$150/night x 150 (8pm - 1am)
	Photographers	\$11,250	\$75/night x 150 (9pm - 12m)
	Piano players	\$18,750	\$125/night x 150 (9pm – 1am)
	Employee Tax	\$33,750	\$375,000 x .09
Sub-total	Employed rax	\$408,750	Ψ070,000 X .07
000-101di		Ψ-100,750	
Production costs			
1100001101100110	Props		
	Miscellaneous props	\$20,000	\$4000 x 5 regions
	Piano	\$120,000	\$800 rental fee x 150 nights
	Promotional items	V.23,000	The state of the s
	Table tents/matches	\$8,200	\$.82 x 10,000
	Banners	\$7,500	\$50 x 150 nights
	Coasters	\$2,400	\$.12 x 20,000
	Advertising	4 27-100	ψ.12 λ 20,000
	Alternative magazines - full color spread	\$375,000	\$2500 x 6 per market x 25
	Alternative mag - smaller ads	\$90,000	\$600 x 6 per market x 25 markets
	Production costs	\$16,000	\$3500 initial design, artwork + \$500 changes x 25
	Radio - club night promotion, with talent	\$225,000	\$1500 per week x 6 weeks x 25 markets
	Production costs	\$225,000 \$5,500	\$4500 studio, talent recording + \$20 dubs x 50
		\$3,500	\$4500 studio, Idlent recording # \$20 dubs x 50
	Lighting	#80 000	# 4000 - 4 - 4 - 5 - 5 - 5 - 5 - 5
	Light trees	\$80,000	\$4000 x 4 sets x 5 regions
61	Gels, bulbs, consumables	\$3,000	
Sub-total		\$952,600	
Materials			
Malenais	Giveaways		
	Entertainment center, classic movies	\$375,000	\$2500 x 150 nights
	Branded zippos	\$30,900	\$10.30 x 20 x 150
	Money Clips	\$30,700 \$23,250	\$7.75 x 20 x 150
	Shaped CD	\$23,230 \$37,200	\$6.20 x 40 x 150
	Cigarette cases	\$37,200 \$22,875	\$15.25 x 5 x 150
	-		\$1.60 x 25 x 150
	Playing cards	\$6,000	
			Parliament Pricing.xls

2070827383

Parliament Cabaret Club

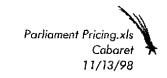
Dec. 4			LECT COCT	EODAHII A
ITEM		Silver branded frames	EST. COST	FORMULA \$4.60 x 25 x 150
	Sub-total	Silver pranaea trames	\$17,250 \$512,475	\$4.60 X 25 X 150
	30b-10101		Ψ312 ₁ 473	
		Sign-up forms for giveaways	\$12,000	Tear pads, design, production
		Wristbands	\$3,500	cost for 50,000
		Uniforms	\$20,000	2 outfits x \$80 x 125 people
		Miscellaneous supplies	\$7,500	
	Sub-total		\$43,000	
Training				
running		Headquarters – training regional managers	\$6,250	\$1250 per, incl. air, hotel, meals, facilities
		Hiring, training of in-market managers	\$39,375	\$1575 per, incl. interviewing, on-site training, travel
		Manuals – development, printing, x 50	\$1,200	, _F . , G, G,
	Sub-total	• • • •	\$46,825	
Team vehicle		Toward and the Late	ድ ጋር ርርር	¢500 30
		1 year lease of vehicle Gas	\$30,000 \$4,500	\$500 x 12 months x 5 vehicles 5 vehicles x \$30/week x 30 weeks
		Parking/maintenance	\$30,000	\$750/mo. x 8 mo. x 5 vehicles
		Insurance	\$4,750	47 307 mo. X & mo. X 3 venicles
		Custom decals for vans	\$10,000	\$2000 per week
	Sub-total		\$79,250	
Travel			600.000	#1000 · · · OF · · ·
		Planned travel – regional manager spot checks	\$30,000	\$1200 per trip x 25 markets
		Opus travel	\$9,600	\$1200 per trip x 8 trips
	Sub-total	Emergency travel	\$5,000 \$44,600	
	SUD-IOTAL		\$44,000	
Shipping & Hand	ling			
		Storage	\$6,250	\$250/6 weeks x 25 markets
		Shipping	\$28,750	\$1150 x 25 markets
		Handling	\$3,750	\$75 in + \$75 out x 25 markets
	Sub-total		\$38,750	
E				
Event insurance		Premium	\$7,500	\$50 per event
		Fromon	Ψ7,500	Parliament Pricing.xls
				ranameni riiciig.xis

2070827384

arliament Pricing.xls
Cabaret
11/13/98

Parliament Cabaret Club

ITEM		EST. COST	FORMULA
Sub-fotal		\$7,500	
Admin/misc.			
	Communications Database Creation	\$15,000 \$4,310	phone, fax, fed ex estimate
	Employers taxes	\$22,950	Regionl, in-market managers salaries x .9%
	Attorney fee	\$22,500	\$300/hr. x 75 billable hours
Sub-total		\$64,760	
Licenses, permits			
	permit fees	\$50,000	
Sub-total	handling fee – taxes, reporting	\$25,000 \$ 75 ,00 0	
300-10101		Ψ/ <i>3</i> ,000	
TOTAL BLCC TUROUGH		AC 070 510	
TOTAL PASS THROUGH		\$2,273,510	
Management Fee		\$500,172	
TOTAL Estimated Program			
Cost:		\$2,773,682	





rationale

- Utilize established clientele and popularity of pool bars for name generation.
- Leverage "something for nothing" concept, brought to you by Parliament, to reinforce/create brand awareness/loyalty.
- Add value to guests' experience at event with prizes and other giveaways.
- "Own" pool concept and leverage existing relationship with Parliament's target audience.
- Develop/maintain personal relationships between talent and guests with value-added demonstrations, educational initiatives.

nuts & bolts

- 35 markets
- six weeks in each market
- · four events per week

creative concept

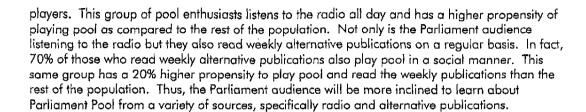
"Out of the blue" and onto the green. Welcome to Parliament Pool Nights. Four nights per week in your favorite local pool bar, experience pool like you've never know it before. The big idea -- Parliament "owns" pool halls and recreation bars in each market for six weeks at a time. So what exactly does that mean? It means huge exposure for Parliament. Pool, like bowling, is a pastime enjoyed by all spectrums of the populace with all levels of expertise. Parliament Pool Nights will easily capture this untapped market and will draw a lasting bond with the brand.

Observe the difference between playing pool and experiencing pool: Going out to a bar to play pool involves either acquiring a pocket full of quarters or putting a deposit down for an hourly rate to play. Other then the act of hitting balls, your experience stops here. However, at Parliament Pool Night, your experience is taken to new levels. All eligible players will no longer have to pay to play. After registering with our Parliament representatives, the guests will be paired up with others patrons to play games of doubles. Pool experts will roam the room teaching various pool techniques, strategy and form. These experts will also play exciting expo games, perform fancy moves and shots, and lead group contests thereby encouraging people to hone their skills. This "edutainment" atmosphere adds life and and excitement to pool. The patrons will be awestruck at the pool expert's abilities and will be made to feel like part of the action.

A regular night at a pool bar would provide no reward opportunity for winning a game. At Parliament Pool Nights, each participant is eligible to win various prizes through both contests of skill and random drawings. A pool table, free pool rounds at a later date, branded cues and cases, branded lighters, branded eight-ball key chains, gift certificates for local restaurants and limousine vouchers are examples of prizes that will be given away throughout the evening.

Parliament Pool Nights will occur in pool halls and bars across the country that operate under the same regulations as any working bar that serves alcohol. In order to take advantage of the Parliament Pool Nights experience, a registration form must be filled out ensuring that the participant is over 21 years of age and a smoker. The evenings will be advertised in alternative magazines and flyers will be posted in participating establishments prior to the event. Additionally, radio spots will promote "Pool Nights" to increase awareness.

The pool demographic clearly aligns with the Parliament Brand. According to one bar owner, his clients play pool for an average of 2 hours at a time and are usually between the ages of 21-35 years old. This bar is one of 18 pool bars located in a city with a population of 300,000. Parliament's target audience of 21-29 year olds makes up 50% of the total population of pool



ITEA A			
ITEM		EST. COST	FORMULA
Staffing/labor			
	Agency executive		included in management fee
	Regional managers	\$180,000	\$1000/week x 36 weeks x 5 managers
	In market managers	\$105,000	\$500/week x 6 weeks x 35 markets
	Temp. help	\$226,800	3 people x \$15/hr x 6 hours x 840 nights
	Pool sharks	\$84,000	2 people x \$50/night x 840 nights
	Employee Tax	\$53,622	\$595,800 x .09
Sub-total		\$649,422	
Production costs			
	B		
	Promotion/rental fee	\$210,000	\$250/night x 840
	Promotional items		
	Table tents/matches	\$25,600	\$.82 x 30,000
	Banners	\$42,000	\$50 x 840
	Coasters	\$6,000	\$.12 x 50,000
	Advertising		
	Alternative magazine - full color spread	\$525,000	\$2500 x 6 per market x 35 markets
	Alternative mag - smaller ads	\$126,000	\$600 x 6 ads x 35 markets
	Production charges	\$21,000	\$3500 initial design, artwork + \$500 changes x 35 markets
Sub-total		\$955,600	
Materials			
	Giveaways		
	Pool tables	\$140,000	\$4000 per pool table x 35 markets
	Pool cues	\$42,000	\$50 x 840
	Lighters	\$17,304	\$10.30 x 840 x 2
	Gift certificates	\$84,000	\$100/night x 840
	Key chains	\$4,200	\$2.50 x 2 x 840
Sub-total	·	\$287,504	
	Sign-up forms for giveaways	\$13,500	Tear pads, design, production
	Wristbands	\$3,500	cost for 50,000
	Uniforms	\$15,600	2 outfits x \$60 x 130 people
	Miscellaneous supplies	\$42,000	\$50 x 840 nights
Sub-total	••	\$74,600	
		, ,	

Parliament Pricing.xls Pool Nites 11/13/98

2070827388

ITEM		EST. COST	FORMULA
Training	Headquarters – training regional managers	\$8,750	\$1250 x 7 people (incl. air, hotel, meals, facilities)
	Hiring, training of in-market managers	\$55,125	\$1575 x 7 people (incl. interviewing, on-site training, travel)
Sub-total	Manuals – development, printing, x 50	\$1,550 \$65,425	
30D-10101		Ψ03/** 23	
Team vehicle		£40.000	Ø500 - 10 i 7 l ' i
	1 year lease of vehicle Gas	\$42,000 \$6,300	\$500 x 12 months x 7 vehicles 7 vehicles x \$30/week x 30 weeks
	Parking/maint.	\$42,000	\$750/mo. x 8 mo. x 7 vehicles
	Insurance	\$6,650	\$950 per vehicle x 7
	Custom decals for vans	\$14,000	\$2000 per vehicle
Sub-total		\$110,950	
Travel			
	Planned travel – regional manager spot checks	\$42,000	\$1200 per trip x 35 markets
	Opus travel	\$9,600	\$1200 per trip x 8 trips
Sub-total	Emergency travel	\$7,000 \$58,6 0 0	
SUD-TOTAL		436,600	
Chinaina P Manadina			
Shipping & Handling	Storage	\$8,750	\$250/6 weeks x 35 markets
	Shipping	\$40,250	\$1150 x 35 markets
	Handling	\$5,250	\$75 in + \$75 out x 35 markets
Sub-total		\$54,250	
Event insurance			
	Premium	\$42,000	\$50 per event
Sub-total		\$42,000	
Admin/misc.			
	Communications	\$21,000	phone, fax, fed ex
	Database Creation/Software	\$5,200	estimate
	Attorney fee	\$22,500 \$32,130	\$300/hr. x 75 billable hours Regional, in-market managers salaries x .9%
Sub-total	Employers taxes	\$80,830	Parliament Pricing.xls
OOD-IOIGI		400,000	Pool Nites
			11/13/98
682/280/02			,,

2070827389

ITEM		EST. COST	FORMULA	
Licenses, permits	permit fees	\$50,000		
\$ub-total	handling fee – taxes, reporting	\$25,000 \$25,000 \$75,000		
TOTAL PASS THROUGH		\$2,454,181		
Management Fee		\$539,920		
TOTAL Estimated Program Cost:		\$2,994,101		

Parliament Pricing.xls Pool Nites 11/13/98



the markets

Parliament Planet and Parliament Cabaret Club

The following markets were chosen based on population figures, demographics, and proximity to other selected markets.

Region 1	Region 2	Region 3	Region 4	Region 5
Philadelphia	Washington	Dallas	Chicago	Seattle
New York	Baltimore	Houston	Detroit	Portland
Boston	Miami	St. Louis	Cleveland	San Francisco
Buffalo	Atlanta	Kansas City	Milwaukee	Los Angeles
Syracuse	Tampa	Memphis	Pittsburgh	Denver

Parliament Pool Nights

The following markets were chosen based on population figures, demographics, and proximity to other selected markets. The additional markets are included based on the production logistics of this concept versus the other more labor-intensive concepts.

Region 1	Region 2	Region 3	Region 4	Region 5
Philadelphia	Washington	Dallas	Chicago	Seattle
New York	Baltimore	Houston	Detroit	Portland
Boston	Miami	Memphis	Cleveland	San Francisco
Buffalo	Atlanta	Kansas City	Milwaukee	Los Angeles
Hartford	Tampa	Memphis	Pittsburgh	San Diego
Syracuse	Orlando	Oklahoma City	Columbus	Denver
Providence	Charlotte	Omaha	St. Louis	Albuquerque

timeline

	DATE!	LUISCTONE	lev 171.00
L	DATE	MILESTONE	STATUS
	ASAP	Finalize contract	
	1-Dec	Create approval process	revise timeline with approval dates
	1-Dec	Select program concept	Pol 1
	15-Dec	Select markets	PM .
	15-Dec	Set start date, agree on problem dates (holidays)	PM (Thanksgiving, Christmas, July 4, Halloween)
	15-Dec	Begin collecting in-depth market research - media info., hot spots	OPUS - develop local contacts
	1-Jan	Set schedule for markets	
	1-Jan	Set schedule for training	
	1-Jan	Set schedule for market visits	
	1-Jan	Set advertising timeline	plan should be similar in each market
	15-Jan	Set timeline for in-market execution	incorporate in training materials
	15-Jan	Define responsibilities for regional managers, in-market managers	incorporate in training materials
	15-Jan	Develop content, materials for training	
	15-Jan	Begin sourcing props	see notes from Opus stuff
	15-Jan	Begin sourcing giveaway items	see notes from Opus stuff
	1-Feb	Research shipping options for partial load	
	1-Feb	Research storage options in each market	use shipping contact for suggestions
	1-Feb	Research vehicle lease options	
	1-Feb	Layout travel itinerary	
	15-Feb	Determine advertising plan for each market	
	15-Feb	Set schedule for ad production	source locally
	15-Feb	Source POP materials	see notes from Stuff+D46
	15-Feb	Design registration form, wrist band	work with Opus stuff
	1-Mar	Set schedule for completion of sell-in kit	work with Opus Stuff
	1-Mar	Set up system for prize fulfillment, database management	
	1-Mar	Begin sourcing talent in initial markets	
	1-Mar	Secure regional managers	
	1-Apr	Conduct training, team building for regional managers	
	1-Apr	Begin hiring process for in-market managers	
N	15-Apr	Secure team vehicles	
0.	15-Apr	Finalize vehicle artwork design	
<u></u> 2	15-Apr	Set schedule for launch	
ω Ni	15-Apr	Secure in-market managers	
7	15-Apr	Source part-time, temp help in initial markets	
2070827392	20-Apr	Finalize media flights in initial markets	
Ŋ	20-Apr	Confirm promotional plan with radio station in each market	
	25-Apr	Deliver copy, artwork to advertising partners in each market	
	1-May	Send regional managers to initial markets for training, launch	week prior
			· · · · · · · · · · · · · · · · · · ·

^{*}All dates are approximate. Timeline will be revised once contract is agreed upon and signed.



timeline

2-May	Phase one markets	Parliament Planet/Parliament Cabaret Club
20-Jun	Phase two begins	Parliament Planet/Parliament Cabaret Club
26-Jun	Phase one ends	Parliament Planet/Parliament Cabaret Club
1-Aug	Phase three begins	Parliament Planet/Parliament Cabaret Club
7-Aug	Phase two ends	Parliament Planet/Parliament Cabaret Club
19-Sep	Phase four begins	Parliament Planet/Parliament Cabaret Club
25-Sep	Phase three ends	Parliament Planet/Parliament Cabaret Club
7-Nov	Phase five begins	Parliament Planet/Parliament Cabaret Club
13-Nov	Phase four ends	Parliament Planet/Parliament Cabaret Club
31-Dec	Phase five ends	Parliament Planet/Parliament Cabaret Club
2-Jan	Begin final wrap up/evaluation	on-going
2-May	Phase one begins	Parliament Pool Nights
19-Jun	Phase one ends	Parliament Pool Nights
6-Jun	Phase two begins	Parliament Pool Nights
24-Jul	Phase two ends	Parliament Pool Nights
4-Jul	Phase three beigns	Parliament Pool Nights
28-Aug	Phase three ends	Parliament Pool Nights
8-Aug	Phase four beings	Parliament Pool Nights
25-Sep	Phase four ends	Parliament Pool Nights
12-Sep	Phase five begins	Parliament Pool Nights
6-Nov	Phase five ends	Parliament Pool Nights
18-Oct	Phase six begins	Parliament Pool Nights
11-Dec	Phase six ends	Parliament Pool Nights
7-Nov	Phase seven begins	Parliament Pool Nights
31-Dec	Phase seven ends	Parliament Pool Nights
2-Jan	Being final wrap up/evaluation	on-going

2070827393

*All dates are approximate. Timeline will be revised once contract is agreed upon and signed.





the back up

Following, please find an explanation of the goods and services provided in previous budget templates. It is Opus' desire to provide the most extensive pricing possible – including everything from POS to security to logo'd vehicles. It is important to note that many of these expenses are optional and working with Philip Morris, the cost can be significantly reduced. However, to establish a significant impact through events, it is important to leverage and create an experience at all points of contact with the customer. Instead of paying for space in a magazine or time on TV, with a 3D event your brand will gain awareness through the quality of the talent you utilize, the value of merchandise you distribute and the strength of the one-to-one relationship though a quality experience. We are cost sensitive and are here to provide our partner the greatest return on their investment.

staffing and labor

These are the only people the public will see. The front line is critical. It is key. These team 'members are your sales force. They are the representatives of Parliament and must clearly personify the brand. It is crucial they have the skills to charismatically project all that Parliament is known for.

Opus is passionate in the belief that these objectives can only be accomplished by hiring highly qualified, motivated, energetic employees. Additionally, it is mandatory to provide in-depth training, team-building programs and motivating incentives. This group needs to feel like they are a part of the team. They must be energized and empowered by the people they work with so that they are excited about the program and the results they can achieve. At Opus, we have seen this formula work over and over again with our client's programs. It is the difference between merely producing a promotion and executing a program with results.

Success is founded in Opus' philosophy of staffing efficiently and effectively. The team must be utilized to their fullest capacity, but not to an overwhelming state that might jeopardize energy, commitment and productivity.

For each of the programs outlined above, we have allocated one in-house account manager and a group of regional managers. The account manager will ultimately be responsible for the initial set up the program and hiring the regional managers. The account manager will be the consistency that is carried throughout each market.

The regional managers will then hire five different teams to support the marketing initiative. They will be responsible for hiring and training each of the local in-market managers. They will also be responsible for sell-in and securing the advertising in each of their markets. The feedback from the field will be filtered back to headquarters through these regional managers. The regional managers will also be responsible for day-to-day troubleshooting and periodic spot checks in each market.

The in-market managers will be responsible for the actual event execution. They will work closely with the regional managers to select locations and hire temporary help. The in-market managers will ultimately be responsible for the "finished product," or what your consumers see when they walk through the door.

production costs & materials

In order to engage the consumer, the props, merchandise and materials need to be first rate. Opus has accounted for the "ultimate" in all of these hard goods. From eye catching uniforms that leave the guest thinking, "I wish I had that hat", to innovative branded prizes that clearly and



loudly deliver your branding message, to first rate POS materials – high quality equals high impact.

In considering the technical production of these events, there are 3 major aspects to consider. First, we want the guest to be transported – to know upon arrival that this is something special. Therefore, we want to go to great lengths to create this environment. At the same time, the "atmosphere" has to be production-friendly. We need to be able to set up, break down, and move on with a reasonable amount of time and effort. Finally, we want these bar nights to be as cost effective as possible. So we've simplified where we could, with reusable lighting gels and durrable plastic banners, but went "all out" with props like palm trees and a piano.

We have also included the advertising fees in this category. Again, we have planned for a of full-scale campaign necessary to support a successful program. Our relationship with each of the local radio stations will produce a wellspring of possibilities and promotional opportunities. We also plan to fully utilize the local alternative print resources, where possible.

training

Training makes the difference. Opus training is total immersion – it is energizing, exciting, enriching. Content for the program is paramount. We develop a comprehensive package including a bound manual that they can take with them and refer to often.

We will train the regional managers at Opus, to help immerse them in our environment and keep costs minimal. The in-market managers will be hired and trained locally by the regional managers.

Anyone can execute. But only enthused, team-oriented, results driven, nurtured employees can deliver the program as intended. And creative integrity backed by the power of an inspired team is what impacts the consumer.

vehicle

In each market, the local manager will be responsible for maintaining the executional elements, including keeping an inventory of giveaway items. Each manager will have a custom designed Parliament van to transport props, materials, and prizes. As always, signage will conform to all regulations.

trave

Expenses include both planned and emergency field visits for all team members as well as Opus management. It is vital to have Opus headquarters management go into the field to evaluate performance on an ongoing basis. It is vital for creative integrity. It is important for morale. The field staff needs to know management understands their world and offers them support.

All travel figures include airfare (when necessary), hotel, and meals. Figures have been based on discounted rates, assuming advance ticket purchase will be an option.

shipping & handling

The shipping and storage figures represent averages, collected from several of the target markets.

event insurance

The cost estimate for event insurance includes both an umbrella policy as well as insuring each individual event.



what we do

creative consulting & strategic development

- event strategy audit
- · sponsorship leveraging and placement
- event themes and concepts
- needs assessment

- event marketing campaign development
- · brand awareness & image development
- · creative development
- creative design and art direction

event production

- venue selection
- event, staging and set design
- entertainment
- "edutainment"
- talent booking and scripting
- full-service procurement and logistics
- timeline & budget development
- post-event analysis

- · team and staff training sessions
- food and beverage
- props and lighting
- · temporary facilities/venues/tenting
- staffing and event management
- volunteer training and management
- pre-event needs (invitations, etc.)
- · activities (games, tours, interactive)

public relations & event promotion

- strategic marketing communications
- pre and post event publicity
- media relations
- newsletter development

- · creative planning the WOW factor
- media tours & press conferences
- advocacy & civic programs
- · speech & presentation writing

merchandising & incentive solutions

- · 3-D merchandise, 3-Direct
- creative development
- · comprehensive search programs
- licensing
- corporate programs
- · invitations, take-home gifts, branding

1

some opus clients

- AlliedSignal
- Allstate Insurance
- American Express
- BMW
- Calvin Klein Cosmetics
- Central Fidelity Bank
- Circuit City Stores, Inc.
- Crestar Bank
- The College of William & Mary
- The Gap, Inc.
- Hewlett-Packard
- Harley-Davidson Motor Company
- Indianapolis Motor Speedway
- The Jefferson Hotel
- MCI PrePaid (MCI)
- The NCAA
- No nonsense Legwear (Kayser-Roth Corp.)
- · Philip Morris Management Corporation
- · Philip Morris, USA
- Presidential Debates
- Quaker Oats
- The Prudential
- Radio City Music Hall
- SmithKline Beecham Pharmaceuticals
- Southwest Vacations
- TBS Superstation
- United Services Organization (USO)
- United Vacations
- · University of Richmond
- US Airways Vacations
- Zantac-75 (Glaxo-Wellcome)



projects from our team

No nonsense Legwear (Kayser-Roth Corporation)

No nonsense, the second largest legwear manufacturer in the United States, was looking for a way to add life to a category that has been experiencing trouble in recent years as the workplace has grown towards a more casual environment. Not having the financial resources to challenge their competitor through traditional media, Kayser-Roth opted to devote their marketing efforts to a grass-roots strategy. Enter the No nonsense Legwear TAKE A BREAK tour.

The TAKE A BREAK tour is visiting cities across America in 1998 to help women take a break. A 27-foot vehicle that transforms into the No nonsense mobile spa, provides free massages from licensed massage therapists, mineral-fortified juice and the chance to win a spa resort vacation. Women can also take home valuable information about stress as well as TAKE A BREAK gifts. The No nonsense mobile spa is visiting grocery stores, drug stores and mass merchandisers where No nonsense Legwear is sold, as well as community events, festivals and business centers. In addition, a "hoseologist" will accompanies the No nonsense Legwear TAKE A BREAK TOUR to provide information about product options No nonsense offers, and help women find the style that fits their lifestyle best. The tour is supported by advertising and promotions, a sweepstakes to win the ultimate break, retailer tie-ins and coupons for No nonsense product sayings.

No nonsense has experienced incredible results both with retailers and customers – so much so that they are considering doubling or tripling their involvement for 1999. And the public relations around the promotion has been far-reaching (trade, local and national – even in the Wall Street Journal).

Opus' work on this project has included the full spectrum of marketing tactics. From identifying mobile as the appropriate strategy for the marketing objectives to developing creative concepts, design and messages for the vehicle and campaign, to providing complete organization and execution of the tour. Opus also planned and executed the support for the effort including; materials for the sales force to use with brokers and retailers, collateral for the campaign and public relations and advertising to increase attendance at the events. Public relations were also incorporated to raise awareness and increase positive perceptions of No nonsense within their industry and in the business community as a whole.

US Airways Vacations

US Airways Vacations approached Opus looking for a creative way to promote their new product line. Their goal was to reach travel consultants and educate them with the message that US Airways Vacations offers the best prices, service and value.

Opus provided US Airways Vacations a mobile trade shows with a twist. To achieve high levels of entertainment and information, Opus assembled an acting troupe to perform at the trade shows covering 12 cities in three weeks. A theater was constructed at each site and this talented group educated the travel consultants through impromptu performances.

The tangible results of this event were extraordinary. US Airways increased their bookings by and astronomical 212% immediately following the shows. The substantial increase is a testimony to the success of such innovative techniques.

TBS Superstation

Opus led a day-and-a-half retreat with the marketing staff of TBS Superstation, the most watched network on cable television. With a group of 30 people, we facilitated various exercises and group discussion for the goals of teambuilding and idea generation. The results of the retreat established a milestone for the group: Participants used words like "exploration," "insightful" and "collaboration" to describe the retreat and acknowledged they reached a tremendous new group dynamic. In addition, the group participated in our creative brainstorming exercises to build ideas



to promote a new program they had been thinking about for months: However, not until this day had they generated such innovative and original ideas. Opus is now working with TBS to implement several of the programs created at the retreat.

National Tobacco Brands

Looking to establish relationships, a database and increase market share, two cigarette brands, each valued in excess of a billion dollars, called on opus to provide new insight into their marketing for what is considered the most challenging marketing dilemma of the century. Our recommendations were considered breakthrough and led the brands to reassess their marketing initiatives. Our creative solutions are currently in focus groups and are slated for rollout in 2000.

The Olympic Torch Relay '96

As the presenting local sponsor of the Olympic Torch Run that canvassed the country, Trigon wanted to establish their brand, as well as reinforce their image in the Richmond community as a good corporate neighbor and vital business partner.

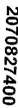
Opus was contracted by Trigon to conceptualize, strategize, and implement their involvement in the event that ultimately attracted 30,000+ attendees. Opus designed the environment in a traditional Olympic setting (i.e., Greek) complete with a food festival component, educational vignettes, and a spectacular finale that included the Neville Brothers and the arrival of the Olympic torch

The result: Richmond's Torch Relay Celebration was considered one of the highlights of the tour by the USOC and set a precedent for other markets to follow. This event is now regarded by both the city of Richmond, as well as Trigon, as the event having the most impact in the local community in the past 20 years.

Colonial Downs

Opus, working with several key partners, executed a multi-faceted public relations program for the opening of Virginia's newest horse-racing track that included public relations, advertising and promotional components. We wrote and produced all collateral materials and developed a press kit that was distributed to more than 1,200 media. Additionally, we conducted a media relations program that included educational seminars, site tours, promotional events and a grand opening event to welcome 280 press members to the track on opening day. We conducted tours and interview sessions weekly for all Virginia media, particularly Richmond and Hampton Roads. We established a public information office in downtown Richmond, with a staff of eight, and served as the central source of information for the public and media.

Additional programs were implemented to reach peripheral audiences, such as an art contest for Virginia artists of Virginia horse farms, a children's character named Downey and accompanying coloring book. We developed a credentials system for opening day media to color-code and credential 280 reporters. Media Relations covered all sports, business, financials, social and entertainment angles. The campaign reached millions and hits included all trades, CNN, The New York Times and The Washington Post.





people

creative-marketina

<u>Andrew (Andy) Stefanovich</u> founded Opus Event Marketing in 1990. His title at the agency is "in charge of what's next," which means he is primarily responsible for creative direction and business development for the agency. Over the past eight years, he has developed Opus into a leading marketing agency. Opus is now one of the fastest growing event marketing agencies in the country and is highly regarded for its unparalleled creativity.

As an event marketing consultant, Andy has worked with a variety of Fortune 100 companies as well as trade associations and universities. As a board member of the International Special Events Society (ISES), Andy has helped advance the industry by speaking on its behalf and lobbying its platforms. His approach to the industry is based in a "form and function philosophy;" the function being exceptional relationship marketing tactics, meshed with the form, an intensely creative and alternative approach to marketing and development in general.

A recognized authority on creativity and event marketing, Andy shares his knowledge with national and international audiences. He regularly conducts workshops with corporations and delivers keynote speeches to professional groups and universities across the country. He also serves as a "creativity coach" for corporations, working with teams to bring about new ideas for specific business agendas. Andy received his degree in marketing and management from Miami of Ohio University. Prior to Opus, Andy worked for Chevrolet and the Ritz Carlton in various sales and marketing capacities. Beyond Opus, his wife, Jill and dog, Gekko keep a smile on Andy's face.

Lynn Spitzer, "catalyst," is Opus' strategist, directing account management and new business development. Lynn previously worked for Siddall Matus & Coughter, Inc. (SMC), as account supervisor on accounts such as The Virginia Tourism Corporation, Virginia Waterfront and Merchant's Tire & Auto. Prior to SMC, she was a management supervisor with Arnold Finnegan & Martin, overseeing the Stihl and Reynolds Metals accounts. Lynn's 18 years in advertising media and marketing also included positions at The Martin Agency and Lawler & Ballad. She has also held positions as Associate Media Director and Director of Marketing Services. Spitzer received her BS in history and psychology from Virginia Tech.

<u>Cathy Carl</u>, "point guard," helps develop strategic and creative programs and manages day to day account services. Prior to joining Opus, Cathy worked at The Martin Agency, one of the top advertising agencies in the country. At Martin, she supported account services on clients such as Vanity Fair, Men's Health, Remy Martin and NASA. Cathy received her BA from the University of North Carolina at Chapel Hill, majoring in Journalism, Mass Communications and Recreation Administration.

<u>Natalie J. Greenberg</u> is our team "foreman/function." Her duties start with the creative strategic process, and follow the event through production details to maintain a dynamic level of visual excitement. Prior to Opus, Natalie managed her own graphic design firm, working with a variety of clients, such as Bon-Secours Health Systems, Virginia Museum of Fine Arts, Richmond Ballet and YMCA of Greater Richmond. She established her career in graphic design at Zeigler Associates, where she worked for two years. Natalie received her BFA from Savannah College of Art & Design.



Courtney Page "no. 17" works to shape and develop Opus's creative product. With a fresh off the wall style, she helps to discover each client's unique creative edge. Prior to working at Opus, Courtney worked with TEAM UNLIMITED as a production assistant, producing adventure sporting events for ESPN and ESPN2. She also worked at Electronic Data Systems working in support of

global government initiatives by designing and teaching a comprehensive internet class to management and developing systems for various government agencies. Courtney received her BA in history from the University of Virginia, while competing on their cross country and track teams as a long distance runner.

Lee Foley, "air traffic controller", is the account coordinator for all Opus clients. She works directly with creative marketing, public relations, event production and Opus Stuff to track and coordinate all event requirements and deadlines. Prior to joining Opus, Lee worked at McGuire, Woods, Battle & Boothe LLP as a litigation legal assistant. Lee received her BA from Sweet Briar College, majoring in political science and business management. She currently sits on Sweet Briar's Board of Directors, as well as the Junior Board of the Virginia Home for Boys.

public relations

Jennifer Ebert Opus' "executive storyteller" – she manages strategic direction of the Opus public relations department, developing integrated programs which drive home messages, or tell the "stories" of our clients. Jennifer works with the Opus creative team to develop marketing and communications programs that communicate to audiences in innovative and profound ways. She has developed programs at Opus for clients such as TBS Superstation, No nonsense Legwear, The Jefferson Hotel, Quaker Oats, Colonial Downs Holdings, Inc. and Philip Morris. Prior to Opus, she directed public relations accounts for The Arnold Agency (a division of \$860MM advertising agency, Arnold Communications), including AlliedSignal, Dominion Resources, GTE Wireless, McDonald's and Riggs Bank. Jennifer also worked as state spokesperson and media liaison for the U.S. Environmental Protection Agency's hazardous waste clean-up program, Superfund.

She is event marketing columnist for marketing trade magazine "Integrated Marketing & Promotion" and an editorial consultant for a Virginia professional women's magazine. Jennifer's work has won a National Creativity in Public Relations Award (CIPRA) and regional Public Relations awards. She earned her degree in journalism and public relations from Radford University.

Geof Hammond, "buzz," has an ideal background for public relations, with a marriage of corporate communications and journalism experiences. Prior to Opus, Geoff was a district communications specialist with United Parcel Service (UPS). At UPS, Jeff directed and coordinated internal and external communications for the company's Virginia district. He developed and implemented several informational campaigns directed at restoring the company's reputation following the Teamsters/UPS strike. He also supported the company's efforts to regain lost package volume with marketing campaigns and initiatives directed toward customers and UPS service providers. Before UPS, Geof was a videojournalist with NBC affiliate WWBT-12 in Richmond, VA. He earned his B.S. in Broadcast Journalism, and M.S. in Media Management from Virginia Commonwealth University.

<u>Jeanette Foster</u>, "conductor," helps in development and execution of public relations programs, providing administrative support and account coordination functions. Prior to Opus, Jeanette was assistant director of Richmond Child Development Center.



event production

Byron Wampler is Opus' "event architect" and monitors all production projects, from creative concept to execution. During his seven years with a national event production agency, he produced an extensive variety of events for corporate America. He also led a sales and marketing division for Caremark Virginia, a home therapy company, and managed a retail home gifts business. Byron earned his degree in business marketing from Virginia Commonwealth University. Byron's eye for design, balanced with an expert marketing sense, provides clients' projects extra value.

<u>Tracey Reed</u> comes to Opus with over 9 years in event operations, marketing and management. Prior to joining Opus, Tracey was Director of Operations for the Turner Sports, Inc. owned Goodwill Games. Tracy was responsible for all housing and meals arrangements; air and ground transportation; volunteer services and uniforming for this multi-sport international event which included over 10,000 participants, contractors and volunteers. Before working with Turner Sports, Inc., Tracey was Director of National Events for the U.S. Canoe and Kayak Team. In this role, she oversaw all event operations, local organizing committee marketing plans and promotional initiatives, and served as the Sprint and Slalom Event Committee liaison serving the Board of Directors. Tracey began her career with Medalist Sports, Inc., where she oversaw all areas of local event participation for the Tour DuPont professional, international cycling race.

Tracey has a bachelor's degree from Virginia Commonwealth University in Physical Education with a minor in business, and a Master's degree in Sport Management from University of Richmond.

<u>Karen Miller</u> was the Co-Owner of Capers Catering, Inc., an upscale catering and event planning business, which she ran for three years Before joining Opus as "Event Choreographer." In her previous career in high-tech sales and marketing, Karen was vice president of X-Perts, Inc., a custom application development firm, as well as a major account manager at Xerox Corporation. Karen graduated as an Echols Scholar from the University of Virginia, where she majored in Literature and Art History.

<u>Paige Brockwell</u>, "voice of reason," became the first member of the Opus team in 1991. She is a producer and on-site event specialist, having now managed some of the Richmond area's largest events. Paige came to Opus after 20 years with Medical College of Virginia's laboratories. Paige attended Duke University for three years and completed her undergraduate degree at MCV. She also holds an MBA from Virginia Commonwealth University.

<u>Carla Yates</u>, "pixie dust," is an on-site event specialist, managing the details through execution. Her attention to detail and poise under pressure come from 2 years as the marketing manager for a national leisure equipment manufacturer. She also spent time as an account manager for local radio and TV stations. Carla received a B.S. in Communications from James Madison University.

<u>Christine Rochester</u> founded Opus with Andy in 1990. She now serves as "ambassador" and event management consultant. Christine's prior work experience includes five years as a special events coordinator for a national event production agency and three years as the international travel/special events coordinator for Carlson Marketing Group. Christine holds a degree in design from Radford University.



opus stuff

Robb Pair, "Shaman of stuff," has been involved with Opus part time since the very beginning. In September 1994, he joined Andy to open Avail Marketing Concepts. As partner, Robb handles client contact, sales and general management for Opus Stuff our of the New York office. Opus Stuff's clients include Harley-Davidson, Funjet, etc. Prior to the founding of Avail, Robb owned Pair Investment Properties and worked for US Airways and Piedmont Airlines. Robb received a business management degree at J. Sergeant Reynolds Community College and is studying marketing at Virginia Commonwealth University.

Amy Presley, "smooth stuff," joined the merchandising group in 1998 to assist in the areas of account management and production. In short, she's responsible for ensuring merchandise and fulfillment orders for our clients go as smoothly as possible. With over 13 years of marketing and advertising experience, Amy brings a broad base of industry and client experience to the table, both on the consumer and business-to-business fronts. She most recently served as Senior Vice President of Marketing for an international consulting practice based in Memphis, Tennessee.

Ginny Fink, "Santa," has been involved with Opus since 1994. In December 1996, she joined Opus Stuff specializing in merchandise sales for corporate events and customers. With more than 10 years of marketing and advertising experience, Ginny brings a broad base of industry and client experience to the agency. She received a BA in Marketing Communications from May Baldwin College, has studied international marketing in Europe, and attended graduate school in Mass Communications and Business at Virginia Commonwealth University.

<u>Donna Sharp</u>, "a sharper image," rounds out the growing Opusl team as an account administrator. She handles administrative duties, account management, record keeping and client coordination. Donna has been a Jazzercise franchise owner and instructor for the past five years. She worked as a guest services agent at a five diamond hotel before joining Opus Stuff. Donna holds her degree in nuclear medicine from Virginia Commonwealth University/Medical College of Virginia.

<u>Susan Sekerke</u>, "grande jete en turne," works on the day-to-day aspects as an account coordinator for Stuff clients. She works directly with Opus from concept to delivery to ensure that the merchandise is exactly what the client needs and wants and fits the event message. Prior to coming to Opus, Susan served as an account executive for The Richmond Rage, Greater Richmond Chamber of Commerce and J. Sargent Reynolds Community College. She also worked on public relations for Barber Martin & Associates, handling all external and internal public relations for the agency. Susan received her BS in Mass Communications from Virginia Commonwealth University with a concentration in Public Relations.

Opus New York

Opus' New York office, located in midtown Manhattan, exists to serve clients located in New York City and provide a local liaison for face-to-face service. It is a result of the "people" part of our brand mantra – to serve our clients in the best way possible. The office is managed by Robb Pair and Jennifer Ebert, a great strategic team for your brand.



opus' references

Mr. Floyd Miles Corporate Affairs Philip Morris Companies, Inc. P.O. Box 26603 Richmond, VA 23234 804.274.5623

Mr. Bert McDowell Brand Manager, No nonense Kayser-Roth Corporation 4905 Koger Boulevard Greensboro, NC 27407 910.547.4817

Mr. Bryan Schilling
Director of Sales
US Airways Vacations
7200 Lake Ellenor Drive, Suite 241
Orlando, FL 32809
407.857.8533

Mr. David Witt Special Projects Trigon Blue Cross Blue Shield 2015 Staples Mill Road Richmond, VA 23230 804.354.3956

Ms. Gay Littell
Event Manager
Harley-Davidson Motor Company
3700 West Juneau Ave.
Milwaukee, WI 53201
414.343.4413

Bill Howland Manager of Client Development Center for Creative Leadership PO Box 26300 Greensboro, NC 27438 336.288.7210 let's play.